

BEYOND THE HORIZON VISION

20% BY 2020

20% of churches in North America having an operational Vision Frame by 2020

**20/20/20:** The year 2020 will be a watershed year marked by having served 20% of evangelical churches teams in North America; that is 40,000 teams will have tasted break-thru clarity. The tipping point of 20% will lock our legacy and propel our mission forward with the unstoppable story of Auxano and the testimonies of our tribe.

BACKGROUND VISION

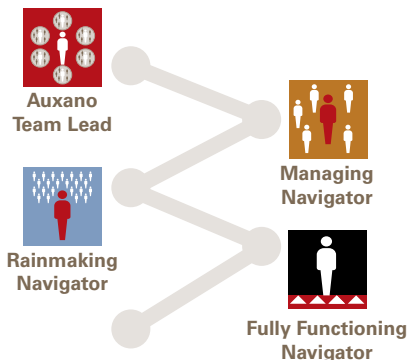
TRIBE-MAKING



**Tribe-making**

Our tribe will make our story unstoppable because we will create, curate, and deliver great six-service content and fuse with a sales pipeline.

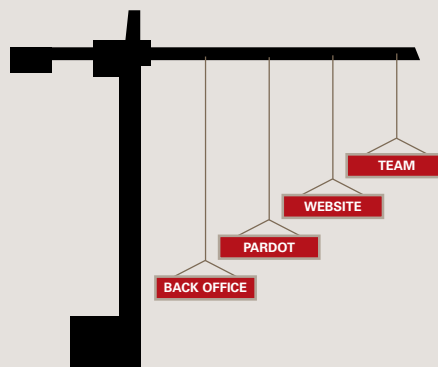
NAVIGATOR PIPELINE



**Navigator Pipeline**

We will have 11 full-time navigators by January 2017 and a functioning pipeline for development and recruitment toward a team of 15 navigators.

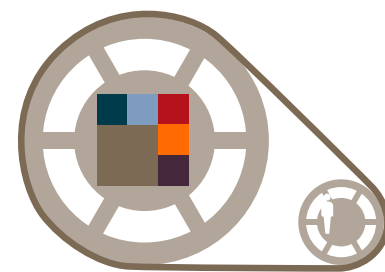
INFRASTRUCTURE DEVELOPMENT



**Infrastructure**

We will have an efficient and effective support team, processes, tools, and technology to minimize distraction and friction for the front-line navigator.

PRIMARY SERVICE PERFORMANCE INTEGRATED



**Demonstrated Performance of Six Services**

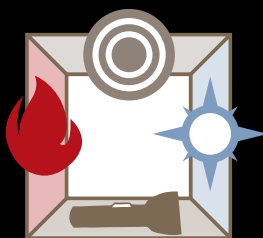
A majority of clients engage at least two services and we will see a dozen churches aggressively pursuing three or more.

MID-GROUND VISION

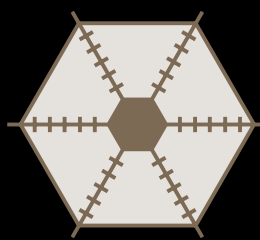
**Making the Vision Frame Work (April 1, 2015-October 1, 2016)**

We will reframe how we sell/deliver our integrated services and redefine the expectations for teams in a way that makes the vision frame work with unprecedented usability and therefore reference-ability. Internally measured by 100% two-service achievement and externally by doubled Google key words for four terms: **Auxano, Vision Frame, Horizon Storyline.**

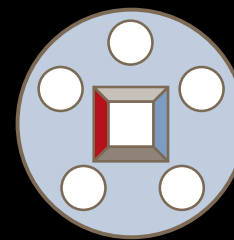
VISION FRAME



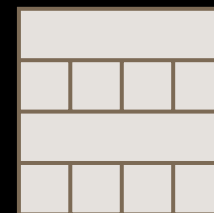
SPIDER DIAGRAM



INTEGRATION MODEL



HORIZON STORYLINE



FOREGROUND VISION

SALES REFRAMING TEAM



*"Always selling two services not one."*

Sales language, process, and tools reframed with completion of website.

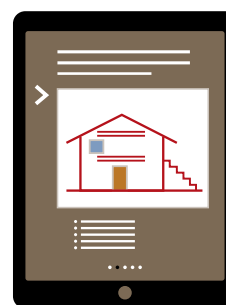
TOOL-MAKING TEAM



*"Getting way more done with no more time."*

Surveys (pre & post service fulfillment) and "test drive" creation and installment.

TOOLBOX TEAM



*"The toolbox is beautiful and beautifully delivered."*

Toolbox is completely rebuilt and cleaned up one at a time in the following order VF, G, LP, D.

NAVIGATOR IMPROVEMENT TEAM



*"More healthy navigators."*

New navigators are on-boarded with more community and value for all.